

**AMENDMENT TO THE CLAIMS**

This listing of claims replaces all prior versions and listings of claims in the application:

1-26 (Canceled)

27. (Currently Amended) A method for broadcasting content to one or more a plurality of mobile terminals, the method comprising:

storing content, and a plurality of ~~pieces~~ of program configuration information, the program configuration information including a screen arrangement of the content, the screen arrangement indicating which of a plurality of media representing varying amounts of information is to be played and a display position of the media to be played; and

broadcasting the content and the plurality of ~~pieces~~ of program configuration information to the ~~plurality of~~ mobile terminals,

wherein, in the storing, the plurality of ~~pieces~~ of program configuration information are associated with respective transmission bands, so that the ~~plurality of~~ mobile terminals each select one of the plurality of ~~pieces~~ of program configuration information[[,]] based on a transmission condition.

28. (Currently Amended) A method for receiving content broadcast from a server, the method comprising:

receiving content, and a plurality of ~~pieces~~ of program configuration information associated with respective transmission bands, the ~~plurality of~~ ~~pieces~~ of the program configuration information including a screen arrangement of the content, the screen arrangement

indicating which of a plurality of media representing varying amounts of information is to be played and a display position of the media to be played; and

selecting program configuration information that is associated with an appropriate transmission band, from the plurality of pieces of program configuration information, based on a transmission condition.

29. (Previously Presented) The receiving method according to claim 28, wherein the selecting comprises selecting program configuration information corresponding to a higher priority based on the transmission condition.

30. (Previously Presented) The method receiving according to claim 28, wherein the selecting comprises selecting program configuration information corresponding to a higher bit rate based on the transmission condition.

31. (Currently Amended) A method for broadcasting content from a server to one or more a plurality of mobile terminals, the method comprising:

storing content, and a plurality of pieces of program configuration information, the program configuration information including a screen arrangement of the content, the screen arrangement indicating which of a plurality of media representing varying amounts of information is to be played and a display position of the media to be played;

broadcasting the content and the plurality of pieces of program configuration information to the plurality of mobile terminals;

receiving the content, and the plurality of pieces of program configuration information associated with respective transmission bands; and

selecting, at each mobile terminal, program configuration information that is associated with an appropriate transmission band, from the plurality of pieces of program configuration information, based on a transmission condition.

32. (Previously Presented) The broadcasting method according to claim 31, wherein the selecting comprises selecting program configuration information corresponding to a higher priority based on the transmission condition.

33. (Previously Presented) The broadcasting method according to claim 31, wherein the selecting comprises selecting program configuration information corresponding to a higher bit rate based on the transmission condition.

34. (Currently Amended) A transmission apparatus for broadcasting content to one or more a plurality of mobile terminals, the apparatus comprising:

a program configuration information storage that stores content, and a plurality of pieces of program configuration information, the program configuration information including a screen arrangement of the content, the screen arrangement indicating which of a plurality of media representing varying amounts of information is to be played and a display position of the media to be played; and

a transmitter configured to broadcast the content and the plurality of pieces of program configuration information to the plurality of mobile terminals,

wherein, in the program configuration information storage, the plurality of ~~pieces of~~ program configuration information are associated with respective transmission bands, so that the plurality of mobile terminals each select one of the plurality of ~~pieces of~~ program configuration information based on a transmission condition.

35. (Currently Amended) A reception apparatus for receiving content broadcast from a server, the apparatus comprising:

a receiver configured to receive content, and a plurality of ~~pieces of~~ program configuration information associated with respective bands, the plurality of ~~pieces of~~ program configuration information including a screen arrangement of the content, the screen arrangement indicating which of a plurality of media representing varying amounts of information is to be played and a display position of the media to be played; and

a selector configured to select program configuration information that is associated with an appropriate transmission band, from the plurality of ~~pieces of~~ program configuration information, based on a transmission condition.

36. (Previously Presented) The reception apparatus according to claim 35, wherein the selector is configured to select program configuration information corresponding to a higher priority based on the transmission condition.

37. (Previously Presented) The reception apparatus according to claim 35, wherein the selector is configured to select program configuration information corresponding to a higher bit rate based on the transmission condition.

38. (Currently Amended) A broadcast system for broadcasting content from a server to  
one or more a plurality of mobile terminals,

the server comprising:

a program configuration information storage that stores content, and a plurality of pieces of program configuration information, the program configuration information including a screen arrangement of the content, the screen arrangement indicating which of a plurality of media representing varying amounts of information is to be played and a display position of the media to be played; and

a transmitter configured to broadcast the content and the plurality of piecee of program configuration information to the plurality of mobile terminals,

the mobile terminals each comprising:

a receiver configured to receive the content and the plurality of pieces of program configuration information associated with the respective transmission bands; and

a selector configured to select program configuration information that is associated with an appropriate transmission band, from the plurality of pieces of program configuration information, based on a transmission condition.

39. (Previously Presented) The broadcast system according to claim 38, wherein the selector is configured to select program configuration information corresponding to a higher priority based on the transmission condition.

40. (Previously Presented) The broadcast system according to claim 38, wherein the selector is configured to select program configuration information corresponding to a higher bit rate based on the transmission condition.